



REPORT TO THE CITY COUNCIL

AGENDA ITEM NO.

COUNCIL MEETING 11/18/08

APPROVED BY

DEPARTMENT DIRECTOR

CITY MANAGER

November 18, 2008

FROM: BRUCE A. RUDD, Assistant City Manager
Office of the City Manager

SUBJECT: APPROVE APPOINTMENTS OF LINDA M. CALANDRA, RAY ARTHUR, AND
GENE R. MAYER BY MAYOR ALAN AUTRY TO THE JOINT POWERS AUTHORITY OF
THE COMMUNITY MEDIA ACCESS COLLABORATIVE (CMAC)

KEY RESULT AREA ONE FRESNO

RECOMMENDATION

Staff recommends that the City Council approve the appointments to the Joint Powers Authority of the Community Media Access Collaborative (CMAC) to act as designated public, education and government (PEG) access channel purposes consistent with the implementation of the transition to state franchise consistent with the State of California's Digital Infrastructure and Video Competition Act (DIVCA).

EXECUTIVE SUMMARY

On April 15, 2008, City Council approved the formation of a Joint Powers Authority to act as designated PEG provider. The JPA is formed initially by the Cities of Fresno and Clovis. The JPA would be created by and initially include the City of Fresno and the City of Clovis. The JPA would be responsible for negotiating and approving a Memorandum of Understanding or similar binding contract with CMAC as well as approving CMAC's business plan, whereunder CMAC would provide turn-key management/administration of the JPA's PEG Access Channel capacity/facilities, variously utilizing JPA PEG funds annually appropriated to the JPA by its members, and upon terms/conditions otherwise imposed by the JPA as discussed below. In the interim, a portion of City PEG funding would be placed into a City contingency account until such time as the JPA/CMAC agreement is approved by their respective boards.

Appointment of the applicants is consistent with the By-Laws adopted by City Council on April 15, 2008.

KEY OBJECTIVE BALANCE

The resolution balances the three Key Objectives of Customer Satisfaction, Employee Satisfaction and Financial Management. Customer Satisfaction is achieved by providing community representatives a forum for citizen participation in the development and delivery of non-commercial, community-based media programs.

BACKGROUND

Many California local governmental entities, including both the cities of Fresno and Clovis, have recently seen their locally granted cable franchises replaced with state granted franchises. The cities of Fresno and Clovis have each adopted new ordinances implementing the transition to state franchise consistent with the State of California's Digital Infrastructure and Video Competition Act ("DIVCA"). The new state franchises can generate funds for certain public, education, and government ("PEG") access channel purposes. On March 20, 2008, a meeting was held with staff representatives from the Cities of Fresno and Clovis as well as stakeholders from the Community Media Access Collaborative (CMAC), a local community based media programming/access nonprofit.

REPORT TO THE CITY COUNCIL

Approve Appointments to the JPA of the CMAC

November 18, 2008

Page 2

The purpose of the meeting was to discuss joint strategies toward leveraging PEG funding through joint use facilities managed by CMAC, including how funding would be allocated and who would be responsible for providing PEG programming.

On December 4, 2007, the Fresno City Council adopted Bill No. B-99/Ordinance 2007-94 in accordance with the requirements outlined in the State of California's Digital Infrastructure and Video Competition Act (DIVCA). This ordinance also included a provision that enables partial funding for public, education, and government (PEG) programming. A similar ordinance was also adopted by the City of Clovis in December of last year.

While the adoption of the ordinance enables additional funding needed to support certain PEG access channel purposes, the manner in which these resources are to be allocated has not been developed. For a number of years, a group of interested stakeholders has been working on a project known as the Community Media Access Collaborative (CMAC), including creation of a nonprofit entity whose mission is to develop and deliver this new era of PEG access/programming. CMAC has completed its formation process, adopted a set of by-laws (attached) and is currently working on developing a formal business plan.

On March 20, 2008, staff representatives from the City of Fresno and Clovis met with individuals from CMAC to discuss different joint strategies and alternatives that could be used to allocate, leverage and manage these new resources.

FISCAL IMPACT

There will be no impact to the General Fund through the approval of the appointments to the Joint Powers Authority of the Community Media Access Collaborative. It is estimated that more than \$500,000 in PEG funding will be received by the City of Fresno in FY09. A portion of these revenues not currently required for City PEG purposes will be placed into City contingency until requested by the JPA following its retainer of CMAC. The amount of revenues placed into contingency will be contained in the FY09 City of Fresno Budget and the FY09 City of Clovis budget.

Attachments: Appointment Notification and Applications of: L. Calandra, R. Arthur and G. Mayer
4/15/08 Report to Council Authorizing the Formation of the CMAC JPA
CMAC JPA By-Laws

**NOTIFICATION OF APPOINTMENT BY MAYOR
TO BOARD OR COMMISSION**

TO: City Council
THROUGH: Becky Klisch, City Clerk
BY: Alan Autry, Mayor

_____ Reappointment
 X New Appointment
Name of person replaced:

Name: Linda M. Calandra
Address: 3732 W. Tenaya Way

Home Phone: (559) 435-5464

Business Phone: (559) 488-3492

Appointed to: Joint Powers Authority Board of the Community Media Access Collaborative (CMAC)

Term: Through 6/20/10

City Council Agenda 11/18/08

RECEIVED

2008 JUN -2 PM 12:46

CITY OF FRESNO

CITY CLERK, FRESNO CA

APPLICATION FOR APPOINTMENT TO BOARD OR COMMISSION

Resume or letters of recommendation may be attached.

Applicants may be required to live within the Fresno City limits. I reside in Council District No. 2

Name: Linda M. Calandra Hm. Phone: 435-5464 Wk. Phone: 488-3492

Home Address: 3732 W Tenaya Way Zip: 93711

Work Address: 2420 Mariposa Street Zip: 93721

Occupation/Employer: Development Officer/Fresno County Public Library Yrs 2 Months

Educational Background, Schools Attended, Degrees and Certifications: Graduate of Fresno High School, Attended CSUF,
Graduate of Fresno Pacific University with Bachelor of Arts Degree in Management and Organizational Behavior (2004)

Professional and Community Affiliations: Association of Fundraising Professionals Central Valley Chapter (board of directors)
Leadership Fresno Alumni Association, California Library Association, Association of Rural and Small Libraries, Friends of the
Fresno County Public Library (Former board member of League of California Cities, Fresno-Madera Area Agency on Aging,
Fresno Convention and Visitors Bureau and member of Leadership Fresno Steering Committee)

For what Board or Commission are you applying? Joint Powers Authority board for membership on the Community Media
Access Collaborative

Briefly explain why you are interested in serving on this Board(s) or Commission(s): Both as a former City Council Member and
having held various positions in the non-profit sector. I have the understanding of complex budgeting and the relationships in the
community necessary to support and promote the media center as a resource among the various constituencies in the community.

Provide 3 Personal and Professional References. Provide name, address, and phone number where they may be reached during the day.

Deborah Ikeda - State Center Community College Dist., 8812 Colfax, Fresno, CA 93720 (559) 917-1427

Deborah Nankivell - Fresno Business Council, 5250 N Palm, #300 Fresno, CA 93704 (559) 449-6398

Bud Dickerson - Fresno Pacific University, 1717 S Chestnut, Fresno, CA 93702 (559) 453-5566

I declare under penalty of perjury the above information is true and correct.

Dated: June 1, 2008 Applicant: Linda M. Calandra
Signature

Return completed, signed application to the City Clerk's Office, 2600 Fresno Street, Room 2133, Fresno, CA 93721-3603 or FAX to 559-488-1005. Your application will be kept on file for two years. Please re-file after that time if you are still interested in serving on a Board or Commission.

FOR OFFICE USE ONLY: Date referred to Mayor Date referred to Councilmember Calhoun

6/2/08

RECEIVED

2008 JUN -2 PM 12:46

CITY CLERK, FRESNO CA

Linda M. Calandra

3732 W. Tenaya Way - Fresno, CA 93711
(559) 435-5464, (559) 905-1714 (cell)
E-mail: lcalandra@sbcglobal.net

EMPLOYMENT

Development Officer

Fresno County Public Library

2006- Present

Fresno, California

As the first development officer for the Fresno County Library, duties include selection and implementation of donor database software, development and coordination of capital campaigns, and development of a planned giving program. Coordinate and assist staff in fundraising for specific programs and collections. Responsibilities include acknowledgement of all Library donations and bequests, serving as staff support for Friends of the Library, and development of branch Friends groups in all branches. Serve as Library representative on the Chamber of Commerce downtown revitalization committee.

Director of Annual Giving and Donor Relations

Fresno Pacific University

2001- 2006

Fresno, California

Planned, directed and coordinated all activities related to the annual fund. Duties included development of the direct mail program, supervision of student employees calling for the alumni phonathon, development of the annual faculty/staff appeal and management of the annual fund budget. Responsible for special events related to donor relations and implementation of the donor recognition program. Served as chair of the university design review committee, and the university outreach/event coordination committee.

Director of Development

Fresno Christian Schools

1999 - 2001

Fresno, California

Planned, directed and coordinated all fundraising associated with the school's capital campaign in conjunction with the school's campaign consultant. Cultivated and solicited prospective major donors; recruited volunteers for the campaign; planned, coordinated and implemented special events associated with the campaign; and assisted with development of collateral materials.

Director of Development

Fresno Philharmonic Association

1997 -1998

Fresno, California

Planned, directed and coordinated all fundraising activities of the organization, including annual giving campaign, phonathon, planned giving and major gift campaigns. Responsible for soliciting and securing corporate concert sponsorships. Planned and coordinated donor recognition dinners and receptions. Served as primary coordinator for the Philharmonic Gala, a black-tie event with gourmet dining, entertainment, and live and silent auctions. Served as staff support for all board fundraising efforts. Prepared monthly development reports, and responsible for supervision of the development assistant, and occasional office volunteers.

Council Member, District 2

City of Fresno

1993 - 1997

Fresno, California

Set policy and direction for the City of Fresno. Responsibilities included addressing the needs of constituents, balancing a budget in excess of half a billion dollars, making land use decisions and acting as liaison between constituents and staff members. Worked with other governmental agencies and community organizations to resolve common problems and issues. Served as a Board Member for the Fresno Convention and Visitors Bureau, Fresno/Madera Area Agency on Aging, and the California League of Cities. Served on the Fresno County Rail Committee and steering committee for the Uptown Cultural Arts District.

Linda Calandra, Page 2.

**Executive Director
Public Affairs Coordinator**

Downtown Association of Fresno

1992 - 1993

1990 - 1992

Fresno, California

Managed and coordinated efforts of a non-profit business association under contract to provide services to the City of Fresno. Reported directly to the Board of Directors elected by the membership. Served as liaison between merchants and City departments, published the organization's newsletter, prepared the annual budget based on Business Improvement Assessment revenues and voluntary membership dues, promoted the downtown through events such as Sidewalk Sales, Friday Noontime Concerts, and holiday promotions. Worked with the City to plan, organize and promote community-wide festivals including the International Exposition and Celebration of the Arts. Raised monies required to implement each event or promotion and coordinated volunteers to staff the events. Attended City Council meetings to promote and advocate for the improvement of the downtown and support for revitalization projects. Served on the Central Area Development Commission.

Telecommunications Specialist
Glendale Federal Bank

1988 - 1989

Fresno, California

Database management and maintenance of the Centrex PBX telephone system. Coordinated installation and/or relocation and training of telephone systems in branch locations. Worked with departments and branches to continually maximize cost savings through revisions in equipment and services provided by vendors.

Marketing Supervisor, Flex Plans
Guarantee Financial Services

1987 - 1988

Fresno, California

Marketed cafeteria type employee benefits plans directly to public and private employers, and conducted workshops for employees to promote advantages of benefits programs. Conducted training workshops for plan enrollers under my supervision in use of computers and advantages of benefits plans. Managed the administrative processing of benefits plans including setting up payroll deductions, nondiscrimination testing, tax implications, funding of benefits account, and enrollment of employees.

Communications Consultant
KerTel Communication Systems
TelPlus, Northern California
Design Security & Communications

Fresno, California

1986 - 1987

1985 - 1986

1982 - 1985

Assessed and recommended telephone equipment and service requirements for public and private organizations. Managed all aspects of key telephone and PBX installation and/or relocation for large and small public and private organizations. Conducted training workshops for end-users in use of telephone equipment and services. Developed and conducted training workshops for telephone etiquette and proper handling of customer complaints. Planned displays and represented employers in annual trade shows.

EDUCATION

Fresno Pacific University, Bachelor of Arts

2004

PROFESSIONAL ASSOCIATIONS

Association of Fundraising Professionals, California Valley Chapter, board of directors

California Library Association, member

Leadership Fresno Alumni Association, member

**NOTIFICATION OF APPOINTMENT BY MAYOR
TO BOARD OR COMMISSION**

TO: City Council

THROUGH: Becky Klisch, City Clerk

BY: Alan Autry, Mayor

_____ Reappointment

 X New Appointment

Name of person replaced:

Name: Ray Arthur

Address: 5241 E. Townsend Ave.

Home Phone: (559) 908-0539

Business Phone: (559) 621-8358

Appointed to: Joint Powers Authority Board of the Community Media Access
Collaborative (CMAC)

Term: Through 6/20/10

City Council Agenda 11/18/08

**CITY OF FRESNO
APPLICATION FOR APPOINTMENT TO BOARD OR COMMISSION**

Resume or letters of recommendation may be attached.
Applicants may be required to live within the Fresno City limits.
I reside in Council District No. 5

Name: Ray Arthur
Hm. Phone: 559.908.0539
Wk. Phone: 559.621.8358
Home Address:
5241 E. Townsend Ave.
Fresno, CA 93727

Work Address:
2600 Fresno St.
Fresno, CA 93721

Occupation/Employer:
Film & Entertainment Commissioner
City of Fresno
Yrs Months: 1 year, 8 months

Educational Background, Schools Attended, Degrees and Certifications:
Upper Darby High School, Upper Darby, PA

Professional and Community Affiliations:
Creative Fresno – board member
Rotary Club of Fresno – member
FCASH – member
Fresno Filmmakers Forum – co-founder, member
Association of Film Commissioners International – member
Central Valley Film Roundtable – Member
California Film Commission – regional Film Partner

For what Board or Commission are you applying?
Joint Powers Authority Board (JPA), for membership on the Community Media
Access Collaborative (CMAC)

RECEIVED
2008 SEP -3 AM 9:25
CITY CLERK, FRESNO CA

Briefly explain why you are interested in serving on this Board(s) or Commission(s):

I believe my present responsibilities with the Fresno Film & Entertainment Commission, combined with my previous 21 year career in broadcasting, can contribute positively to the JPA as it relates to the future operation of local PEG channels

Provide 3 Personal and Professional References. Provide name, address, and phone number where they may be reached during the day.

Resume and references are attached

I declare under penalty of perjury the above information is true and correct.

Dated: Applicant:

Ray Allen

9.7.08

Signature

Return completed, signed application to the City Clerk's Office,
2600 Fresno Street, Room 2133,
Fresno, CA 93721-3603 or
FAX to 559-488-1005.

Your application will be kept on file for two years.

Please re-file after that time if you are still interested in serving on a Board or Commission.

FOR OFFICE USE ONLY:

Date referred to Mayor 9/5/08

Date referred to Councilmember 9/5/08 Dages

Made copy
- Gave to
Terri Saldivar

RAY ARTHUR
5241 E. Townsend Avenue
Fresno, California 93727
Telephone: (559) 908.0539
Email: raytregembo@comcast.net

CAREER EXPERIENCE:

- 2007 -** Fresno Film & Entertainment Commission
Position: Film Commissioner
-created Film Commission, Policy/Permit/Ordinance, website
-secured *Indiana Jones and the Kingdom of the Crystal Skull*,
and, 12 additional productions in first year, generating an estimated \$416,000
in local revenue
- created entertainment component of commission
- 1992 - 2007** Ridgecrest Regional Film Commission
Position: Film Commissioner
1/92 -Hired as Director of Sales and Marketing
7/92 -Promoted to Executive Director/Film Commissioner
Responsibilities: Establishing, Administrating and Marketing non-profit corporation to promote
commercial filming in second largest region of California
-Created film commission representing 10,000 square mile area
-Increased filming in 10 of 15 years
-created MOU for filming on public land, national template
-opened filming on previously closed locations: BLM, U. S. NAVY
-Credits: Features: Planet of the Apes, Holes, Hidalgo, Jurassic Park, Dinosaur, Terminal
Velocity, Bulletproof, Wayne's World 2; TV: ER, Junkyard Wars, MMPR; Music Videos:
Corrs, Madonna, Puff Daddy, Isaac Hayes, Kathy Mattea, Vanessa Williams
- 1992 - 2007** ADELMAN BROADCASTING, Ridgecrest, CA –
Ray Arthur's "Rock of Ages" oldies program
- 2004 -** Co-created 501 (c) 6 non-profit corporation: Film Liaisons In California, Statewide (FLICS)
- 2005 - 2007** Chairperson: FLICS
- 1988-1991** KZIQ-AM, Ridgecrest, Ca - Oldies/KZIQ-FM, Lancaster, Ca - Adult Contemporary
Position: Vice President/General Manager
Responsibilities: Supervision of staff and all departments of Full Service AM Oldies
station while simultaneously supervising the construction and operation of Class B-1 FM,
Regional Adult Contemporary facility
-Increased billing 24% in first year, Reformatted KZIQ-AM
- 1987-1988** WELV, AM & FM, Ellenville, New York - Big Band
Position: Vice President/General Manager
Responsibilities: Full supervision of regional adult radio stations
-Increased billing 14%, Reestablished national sales
- 1985-1987** WBSM, New Bedford, Massachusetts - News/Talk
Position: Vice President/General Manager
(Promoted and transferred to larger market within company.)
Responsibilities: Supervision of 35 employees. In charge of all facets of station:
sales, programming, traffic and billing, engineering, and F.C.C. commitments
-10% sales increase reaching over \$1 million per year
-augmented listenership to record high (ARB)

- 1983-1985** WKOL, Amsterdam, New York - Adult Contemporary
 Position: Vice President/General Manager
 Responsibilities: Supervision of all departments
 -Last to first in market in 6 months, (ARB)
 -Increased sales by 39%
 -#1 rating: first book, 35+ (ARB), second book, 25-54 (ARB)
- 1981-1983** KRRP, Coushatta, Louisiana - Country
 Position: General Manager
 -Established first radio station in county
 -Ranked #1 station in market within first 7 months
 -Concurrently managed KWLA, Many, Louisiana
- 1979-1980** WBTH/WXCC, Williamson, West Virginia - Adult Contemporary/Country
 Position: Operations Manager.
- 1974-1979** WCSM AM & FM, Celina, Ohio - Full Service Adult Contemporary
 Position: Operations Manager Hired: Morning Announcer Promoted: Music Director
Promoted: Program Director Promoted: Operations Manager and full-time salesperson
 Recipient: 3 promotions within 4 years
 Achievements: -1st in audience share during AM Drive Shift (ARB)
 -Overall 52.5% audience share

CONTINUING EDUCATION:

- 1992-2007 AFCI Cineposium seminars – 5 days
 1992-2006 California Film Commission marketing seminars – 2 days
 1991 Am. Ad Marketing & Promotions- 2 day sales telemarketing program
 1989 N.A.B.Convention - 5 Sales & Programming Forums
 1988 R.A.B./Sherwood Advertising Sales
 1987 Union College, Kingston, New York - Computer Operations
 1987 "Sales Management" - Chris Lytle
 1986 "Dealing with Difficult Employees"
 1985 "Time Management"
 1980 "Operating Broadcast Stations"- F.C.C. Attorney A.T. Carroccio
 1976 Jason Jennings Retail Marketing
 1970 American Academy of Broadcasting, Philadelphia, Pennsylvania
 Certificate: Received 2nd and 1st Class F.C.C. license
 1969-1970 Career Academy of Broadcasting, New York, New York
 Certificate: Received 3rd Class F.C.C. license
 Graduated 2nd in Class
 1969 Upper Darby High School, Upper Darby, Pennsylvania
 Diploma: College Preparatory. 3.2 Grade Point Average
 Recipient: Distinguished Service Award / John Philip Souza Award

Professional References: Available upon request.

RAY ARTHUR
5241 E. Townsend Avenue
Fresno, California 93727
Telephone: (559) 908.0359
raytregembo@comcast.net

PROFESSIONAL REFERENCES

Pamela Powell
Former Deputy Director
California Film Commission
(310) 395-2855

Kokayi Ampah
Feature Film Location Manager
(323) 855-6588

Patti Holanda
Former Director
California Film Commission
(310) 563-2610

Jim McCabe
Feature Film Location Manager
(818) 410-3700 (pager)

Robert Rosenthal
Former Owner
KZIQ, KZIQ-FM
4444 Riverside Drive, Ste. 303
Burbank, CA 91505
(818) 559-2480

Howard Auld
Former Chairperson
Ridgecrest Area CVB
641 Mamie St
Ridgecrest, CA 93555
(760) 375-8881

**NOTIFICATION OF APPOINTMENT BY MAYOR
TO BOARD OR COMMISSION**

TO: City Council

THROUGH: Becky Klisch, City Clerk

BY: Alan Autry, Mayor

_____ Reappointment

 X New Appointment

Name of person replaced:

Name: Gene Riley Mayer

Address: 2144 E. Turnberry Ave.

Home Phone: (559) 434-4200

Business Phone: (559) 434-4321

Appointed to: Joint Powers Authority Board of the Community Media Access Collaborative (CMAC)

Term: Through 6/20/10

City Council Agenda 11/18/08

RECEIVED

City of Fresno

2008 SEP -5 AM 9:00

APPLICATION FOR APPOINTMENT TO BOARD OR COMMISSION CITY CLERK, FRESNO CA
I reside in Council District 6

Name: Gene Riley Mayer Hm. Phone: 434-4200 Wk. Phone: 434-4321

Home Address: 2144 East Turnberry Ave. Zip: 93730

Work Address: 2144 East Turnberry Ave. Zip: 93730

Occupation/Employer: Mayer Media & Teleproductions 14 Yrs. 4 Months
Video Producer/Editor and Legal VideographerEducational Background, Schools Attended, Degrees and Certifications:
CSU Fresno, Bachelor of Arts in Radio and Television Broadcasting. Dec. 1983.Professional and Community Affiliations: Board Member of Fresno County Legal
Professionals Association 2004-2006. President of FCLPA 2006-2008
Board Member of FCLPA 2008-presentFor what Board or Commission are you applying?
Fresno-Clovis Cable PEG Access Joint Powers AuthorityBriefly explain why you are interested in serving on this Board(s) or Commission(s): Early
in my career I worked in and managed a Public Access production facility that served 11
communities in Fresno and Tulare Counties. I feel my experience would assist the city in
moving PEG forward.Provide 3 Personal and Professional References. Provide name, address, and phone
number where they may be reached during the day.Patty Hixon, General Manager, Peak Broadcasting 1071 W. Shaw Ave., Fresno, CA
499-5600Stellene Bennett, Attorney at Law, Liebert Cassidy & Whitmore 5701 N. West Ave.,
Fresno, CA 93711 256-7800Randall Reed, Coordinator, Media Services, Fresno Co. Off. of Education, 1111 Van Ness,
Fresno, CA 93721 497-3872

I declare under penalty of perjury the above information is true and correct.

Dated:

9-9-08

Applicant:

Signature

Return completed, signed application to the City Clerk's Office, 2600 Fresno
Street, Room 2133, Fresno, CA 93721-3603 or FAX to 559-488-1005. Your
application will be kept on file for two years. Please re-file after that time if you are
still interested in serving on a Board or Commission.

FOR OFFICE USE ONLY: Date referred to Mayor 9/5/08 Date referred to Councilmember 9/5/08 Duncan

cc: Tina Sumner, City of Clovis

Gene Riley Mayer
2144 East Turnberry Ave
Fresno, CA 93730
(559) 434-4200

Education:

**Bachelor of Arts Degree from CSU Fresno in Radio and
Television Broadcasting. December 1983**

Work Experience:

Group W Cable of the San Joaquin Valley:

Production Assistant March 1984

Production Manager January 1985

**Created Public Access programming, training of volunteers,
oversight of Local Origination Channel and facility rental to
other production companies.**

**Saint Agnes Medical Center Media Department: Created training
video for medical staff and assisted on promotional shoots.
February 1987**

**Agri-Tech Productions: Shoot and edit promotional and training
video for clients. Direct and edit for live satellite video cattle
auctions. March 1989**

**Mayer Media and Teleproductions: Create training and
promotional video for clients. Legal video assignments.
May 1994 to present**



City of Fresno
2600 Fresno Street, Room
Fresno, California 93721
Phone:
Fax:

Facsimile Transmittal Sheet

Date:	September 5, 2008
Pages Sent:	3, Including Cover
Sent To:	Tina Sumner
Sent By:	Jennifer M. - City Clerk's Office
Fax Number:	N/A
Subject:	PEG Application

Comments: Received in our office this morning. Any questions, 621-7669. Have a good morning. -Jennifer

Attention!

*This communication is confidential.
Should this communication be received by someone other than the addressee, please call the
number above immediately. Thanks.*



AGENDA ITEM NO.

COUNCIL MEETING Apr. 15, 2008

APPROVED BY

DEPARTMENT DIRECTOR

CITY MANAGER

April 15, 2008

FROM: BRUCE A. RUDD, Assistant City Manager
Office of the City Manager

SUBJECT: AUTHORIZE FORMATION OF A JOINT POWERS AUTHORITY TO ACT AS DESIGNATED PEG PROVIDER AS PROPOSED BY STAFF AND EXECUTION OF NECESSARY DOCUMENTS AND DIRECT STAFF TO PROVIDE ADMINISTRATIVE AND LEGAL SUPPORT TO THE JPA BOARD INCLUDING WITH REGARD TO RETAINING THE COMMUNITY MEDIA ACCESS COLLABORATIVE (CMAC) AS THIRD PARTY PROVIDER, SUBJECT TO ANNUALLY ALLOCATED FUNDING AND CITY ATTORNEY APPROVAL TO FORM

KEY RESULT AREA

Public Safety / One Fresno

RECOMMENDATION

Council authorize formation of a joint powers authority to act as designated PEG provider as proposed by staff and execution of necessary documents and direct staff to provide administrative and legal support to the JPA Board including with regard to retaining the Community Media Access Collaborative (CMAC) as third party provider, subject to annually allocated funding and City Attorney approval to form.

EXECUTIVE SUMMARY

Many California local governmental entities, including both the cities of Fresno and Clovis, have recently seen their locally granted cable franchises replaced with state granted franchises. The cities of Fresno and Clovis have each adopted new ordinances implementing the transition to state franchise consistent with the State of California's Digital Infrastructure and Video Competition Act ("DIVCA"). The new state franchises can generate funds for certain public, education, and government ("PEG") access channel purposes. On March 20, 2008, a meeting was held with staff representatives from the Cities of Fresno and Clovis as well as stakeholders from the Community Media Access Collaborative (CMAC), a local community based media programming/access nonprofit. The purpose of the meeting was to discuss joint strategies toward leveraging PEG funding through joint use facilities managed by CMAC, including how funding would be allocated and who would be responsible for providing PEG programming.

During these discussions, a proposed plan was developed that envisions the creation of a Joint Powers Authority (JPA) to act as designated PEG provider. The JPA would be created by and initially include the City of Fresno and the City of Clovis. The JPA would be responsible for negotiating and approving a Memorandum of Understanding or similar binding contract with CMAC as well as approving CMAC's business plan, whereunder CMAC would provide turn-key management/administration of the JPA's PEG Access Channel capacity/facilities, variously utilizing JPA PEG funds annually appropriated to the JPA by its members, and upon terms/conditions otherwise imposed by the JPA as discussed below. In the interim, a portion of City PEG funding would be placed into a City contingency account until such time as the JPA/CMAC agreement is approved by their respective boards.

BACKGROUND

On December 4, 2007, the Fresno City Council adopted Bill No. B-99/Ordinance 2007-94 in accordance with the requirements outlined in the State of California's Digital Infrastructure and Video Competition Act (DIVCA). This ordinance also included a provision that enables partial funding for public, education, and government (PEG) programming. A similar ordinance was also adopted by the City of Clovis in December of last year.

While the adoption of the ordinance enables additional funding needed to support certain PEG access channel purposes, the manner in which these resources are to be allocated has not been developed. For a number of years, a group of interested stakeholders has been working on a project known as the Community Media Access Collaborative (CMAC), including creation of a nonprofit entity whose mission is to develop and deliver this new era of PEG access/programming. CMAC has completed its formation process, adopted a set of by-laws (attached) and is currently working on developing a formal business plan.

On March 20, 2008, staff representatives from the City of Fresno and Clovis met with individuals from CMAC to discuss different joint strategies and alternatives that could be used to allocate, leverage and manage these new resources. Based on these discussions, the following is considered to be a viable plan for Council's consideration:

- The Cities of Clovis and Fresno will create a Joint Powers Authority (JPA) to act as their jointly designated PEG provider, which JPA will be responsible for negotiating and entering a third party provider Memorandum of Understanding/similar binding contract with CMAC.
- The JPA Board will initially consist of five members. Three members will be appointed by the Mayor of Fresno and confirmed by the Fresno City Council. The remaining two members will be appointed by the Clovis City Council. Members may not be Councilmembers of City of Fresno or City of Clovis.
- As part of the process of retaining CMAC, the JPA will review and approve CMAC's business plan that will include the manner in which the organization will be structured, five-year capital and operating requirements, as well as the sources of revenues that will be needed to provide PEG programming on an ongoing basis.
- In the interim pending retaining CMAC, a portion of Fresno and Clovis PEG funding currently being collected, as allocation by the City of Fresno and the City of Clovis, will be held in a contingency fund.
- Upon approval of the JPA/CMAC MOU/contract by their respective boards, the JPA will make a formal request to both City Councils to appropriate funding based on the approved Business Plan. The amount of revenue placed into contingency will be contained in the FY09 budget City of Fresno budget as well as the proposed FY09 City of Clovis budget.
- Staff from the Cities of Fresno and Clovis, jointly will provide necessary administrative and legal support to the JPA Board, provided said staff shall, at all times remain employees of the respective Cities, and subject to reserved legislative discretion and annually allocated and available funding.
- The liabilities and obligations of each of the City of Fresno and the City of Clovis under their JPA agreement shall not exceed the amount of PEG funding annually allocated by them, respectively.
- The JPA may admit additional members upon terms/conditions set by the JPA board.
- The JPA Agreement shall continue year to year, subject to reserved legislative discretion and annually allocated and available funding.
- The JPA shall provide its members with operational and financial reports/audits not less frequently than annually.
- The JPA shall not act in a manner inconsistent with members' DIVCA/local franchises.
- Any/all assets of the JPA shall be allocated amongst the members upon any dissolution of the JPA in accordance with the members' pro rata investment.

FISCAL IMPACT

It is estimated that more than \$500,000 in PEG funding will be received by the City of Fresno in FY09. A portion of these revenues not currently required for City PEG purposes will be placed into City contingency until requested by the JPA following its retainer of CMAC. The amount of revenues placed into contingency will be contained in the FY09 City of Fresno Budget and the FY09 City of Clovis budget.

Attached: CMAC By-Laws

BYLAWS
OF
Community Media Access Collaborative (CMAC)

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BYLAWS OF CMAC

ARTICLE I. NAME

Section 1.01--Name

The name of the organization shall be Community Media Access Collaborative hereinafter referred to as "CMAC".

ARTICLE II. OFFICES OF THE CORPORATION

Section 2.01--Principal Office

The principal office for the transaction of the activities and affairs of CMAC shall be located within the City of Fresno, California.

Section 2.02--Registered Office and Registered Agent

CMAC shall have and continuously maintain in the State of California a registered office, and a registered agent whose office is identical with such registered office, as required by California non-profit corporation law. The registered office may be, but need not be, the same as its principal office in the State of California. The registered office or the registered agent at such office, or both, may be changed from time-to-time by the Board of Directors by compliance with applicable provisions of California non-profit corporation law.

ARTICLE III. PURPOSES

Section 3.01--Purposes

This corporation is formed for scientific, educational, and charitable purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986 (or the corresponding provision of any future United States Internal Revenue Law). Its specific purposes are:

- (1) Support, manage, produce, and distribute noncommercial, community-based media programs.
- (2) Establish, maintain and operate one (1) or more media access center(s):
 - a. To educate individuals and organizations in the use of various media tools and techniques.

- b. To provide individuals and organizations with access to various media tools and assistance in their use.
 - c. To promote programs and support the use of various media as vehicles of artistic expression.
 - d. To produce programs and other media materials in the public interest.
 - e. To establish, maintain and operate a system or systems for the distribution of various media programs, content, and materials, in the public interest.
- (3) To serve access viewers with programming reflecting the activities, concerns, diversity, and interests of the residents of the Greater Fresno area in a manner that promotes a free exchange of ideas and information.
 - (4) To encourage the use of the media center and its resources among a wide range of individuals, organizations and institutions representing the diversity of the Greater Fresno area.
 - (5) Administer grants for the production of noncommercial, community-based media programs to nonprofit community groups and organizations.
 - (6) Encourage, promote, facilitate and further noncommercial, community-based media programming and to conduct business in all aspects related to noncommercial, community-based media programming.

ARTICLE IV. MEMBERSHIP

Section 4.01--Initial Members

The initial members of CMAC shall be limited to the Board of Directors. No later than October 2008 the membership of CMAC shall be expanded and function as described in the following subsections of Article IV. - Membership, and in Article V. - Meetings of Members, and in Article VI. - Voting by Members.

Section 4.02--Membership Qualifications

Membership in CMAC is open to: (1) any person who is a resident of the Fresno; (2) any non-profit organization or institution with an office located in the Fresno or serving or having as members Fresno residents; (3) any person who is an employee or member of such non-profit organization or institution; and (4) any person who is employed by a business located in Fresno. Such persons, organizations, or institutions that are in substantial agreement with the objectives of the organization as set forth in the Articles of Incorporation shall be eligible for membership upon completion of a membership application and upon compliance with conditions as may be prescribed by the Board of Directors. Parental permission is required for youths 16 years of age or under.

Membership is available to all those eligible without discrimination.

Section 4.03--Classes of Members

There shall be two (2) classes of voting members in CMAC:

- (a) Individual members shall be those persons who meet the requirements delineated in 4.02.
- (b) Organizational members shall be non-profit organizations or institutions which meet those membership requirements delineated in 4.02, and: (1) whose principal address is in Fresno or (2) have Fresno residents as members; or (3) serve residents of Fresno

Section 4.04--Voting Rights

Individual members and organizational members shall have the right to vote as set forth in these Bylaws; on the election of Directors; on change to these Bylaws as designated in Section 15.02 on any merger and its principal terms and the amendment of those terms; and on any election to dissolve CMAC. Organizational members shall designate one person to vote on behalf of that organization's members. In addition, those members shall have all rights afforded members under California non-profit corporation law. No proxy voting is permitted.

Section 4.05--Dues and Terms of Membership

The Board may establish annual dues for individual and organizational members and specify requirements of membership, if any.

Section 4.06--Transfer of Membership

No membership or right arising from membership shall be transferable.

ARTICLE V. MEETINGS OF MEMBERS

Section 5.01--Place of Meeting

Meetings of the members shall be held at any place within Fresno designated by the Board. In the absence of any such designation, meetings shall be held at CMAC's principal office.

Section 5.02--Annual Meeting of Members

CMAC shall hold an Annual Meeting during the month of October of each year, at a time and place to be determined by resolution of the Board. During the period when the Board of Directors are the only members and during the time at which membership has been expanded, notice of the Annual Meeting shall be given in accordance with Section 5.04 of these Bylaws, except that notice must be given at least thirty (30) days prior to the meeting and be announced on at least the public/community access channel, and published in a newspaper of general circulation.

Section 5.03--Special Meetings

- (a) A special meeting of the members may be called at any time by the Chairperson of the Board, the Board of Directors, or by a written request submitted to the Secretary of CMAC by five percent (5%) or more of the members of CMAC. Said request should specify the nature of the business to be transacted at the special meeting.
- (b) Special meetings shall be held at least thirty (30) days and no more than ninety (90) days after being called.

Section 5.04--Notice Requirement for Members' Meetings

Whenever members are required or permitted to take any action at a meeting, a written notice of the meeting shall be given, in accordance with Sections 5.05 and 5.06 of these Bylaws to each member entitled to vote at the meeting. That notice shall specify the place, date, and hour of the meeting and:

- (a) For a Special Meeting, the general nature of the business to be transacted (no other business may be transacted);
- (b) For the Annual Meeting, those matters that the Board at the time notice is given intend to present for action by the members. Except as provided by Section 5.05 of these Bylaws, any proper matter may be presented at the Annual Meeting.

Section 5.05--Notice of Certain Agenda Items

Approval by the members of any of the following proposals other than by unanimous approval by those entitled to vote is valid only if the notice or written waiver of notice states such actions are to be considered:

- (a) Removing a Director without cause.
- (b) Filling vacancies on the Board.
- (c) Amending the Articles of Incorporation.

- (d) Electing to wind-up and dissolve CMAC.
- (e) Amending Section 10.02 of these By-Laws.

Section 5.06--Manner of Giving Notice

- (a) Notice of any meeting of members shall be in writing and shall be given at least ten (10), but not more than ninety (90) days before the meeting date. The notice shall be given either personally or by first-class mail or by other means of written communications, the charges prepaid, and shall be addressed to each member entitled to vote under Section 6.08 of these By-Laws, at the address of that member appearing on the books of CMAC or at the address given to by the member for purposes of notice. If no address appears in CMAC books and no address has been so given, notice shall be deemed to have been given if notice is published at least once in a newspaper of general circulation in the City.
- (b) An affidavit of the mailing of any notice of any members' meeting, or of the giving of such notice by other means, shall be executed by the Secretary or any transfer agent of CMAC and shall be filed and maintained in CMAC minute book.

Section 5.07--Waiver of Notice or Consent by Attendance

The members' attendance at a meeting shall constitute a waiver of notice of the meeting, unless the member objects at the beginning of the meeting to the transaction of any business because the meeting was not legally called or convened. However, attendance at the meeting is not a waiver of any right to object to the consideration of matters required to be included in the notice of the meeting but not so included, if that objection is expressly made at the meeting.

Section 5.08--Presiding Officers

The Chairperson of the Board of Directors shall preside at all regular or special meetings of the members, and in that person's absence the Vice Chairperson shall serve in this capacity. The Secretary of the Board shall keep or cause to be kept minutes of all meetings.

ARTICLE VI. VOTING BY MEMBERS

Section 6.01--Quorum

A quorum for the transaction of business at any meeting of the membership, or any

action by written ballot, shall consist of ten percent (10%) of the membership of CMAC. However, if any special or annual meeting is actually attended by less than one-third (1/3) of the voting power, the only matters that may be voted on are those of which notice of their general nature was given under Section 5.04 of these Bylaws.

Section 6.02--Loss of Quorum

Subject to Section 6.01 above of these Bylaws, the members present at a duly called or held meeting at which a quorum is present may continue to transact business until adjournment even if enough members have withdrawn to leave less than a quorum, if any action taken, other than adjournment, is approved by at least a majority of the members required to constitute a quorum and was included in the notice of the meeting.

Section 6.03--Adjournment and Notice of Adjourned Meetings

Any members' meeting, whether or not a quorum is present, may be adjourned from time to time by the vote of the majority of the members represented at the meeting. No meeting may be adjourned for more than forty-five (45) days. When a members' meeting is adjourned to another time and place, notice need not be given of the adjourned meeting if the time and place to which the meeting is adjourned are announced at the meeting at which adjournment is taken. If after adjournment a new record date is fixed for notice or voting, a notice of the adjourned meeting shall be given to each member who, on the record date of the notice of the meeting, is entitled to vote at each meeting. At the adjourned meeting, CMAC may transact any business that might have been transacted at the original meeting.

Section 6.04--Eligibility to Vote

Subject to the provisions of California nonprofit corporation law, members entitled to vote at any meeting of members shall be individual members and organizational members in good standing as of the record date under Section 6.08 of the Bylaws.

Section 6.05--Voting

Each member entitled to vote shall be entitled to cast one vote on each matter submitted to a vote of the members. Voting may be by voice or ballot, except votes for Directors may only be cast by mailed ballot.

Section 6.06--Approval by Majority Vote

If a quorum is present, the affirmative vote of a majority of the members represented at the meeting entitled to vote and voting on any matter shall be the act of the members unless the vote of a greater number is required by the Articles of Incorporation or these Bylaws.

Section 6.07--Action by Written Ballot Without a Meeting

- (a) Any action that may be taken at any meeting of members may also be taken without a meeting by complying with Sections (1) and (2) below.

(1) Solicitation of Written Ballots. CMAC shall distribute one (1) written ballot to each member entitled to vote on the matter. Such ballots shall be mailed or delivered in the manner required by Section 5.06 of the Bylaws. All solicitation of votes by written ballot shall: (a) indicate the number of responses needed to meet the quorum requirements, (b) with respect to ballots other than for election of Directors, state the percentage of approval necessary to pass the measure or measures, and (c) specify the time by which the ballots must be received in order to be counted. Each ballot so distributed shall: (a) set forth the proposed action, (b) provide the members with an opportunity to specify approval or disapproval of each proposal, and (c) provide a reasonable time within which to return the ballot to CMAC. In any election of Directors, a written ballot that the member marks "withhold" or otherwise marks in a manner indicated that authority to vote is withheld shall not be voted either for or against the election of a Director.

(2) Number of Votes and Approvals Required. Approval by written ballot shall be valid only when the number of votes cast by ballot, including those ballots that are marked "withhold" or otherwise indicate that authority to vote is withheld, within the time specified equals or exceed the quorum required to be present at a meeting authorizing the action, and the number of approvals equals or exceeds the number of votes that would be required for approval at a meeting at which the total number of votes cast is the same as the number of votes cast by written ballot without a meeting.

- (b) Written ballots may not be revoked.
- (c) All written ballots shall be filed with the Secretary of CMAC and maintained in the corporate records for at least three (3) years.

Section 6.08--Record Date for Notice, Voting, Written Ballots and Other Actions

- (a) For purposes of determining the members entitled to notice of any meeting, entitled to vote at any meeting, or entitled to exercise any rights with respect to any lawful action, the Board may in advance fix a record date. The record date so fixed shall not be more than sixty (60) or less than ten (10) days before the date of the meeting.

- (b) For voting by written ballot, the record date shall not be more than sixty (60) days before the day on which the first written ballot is mailed or solicited.
- (c) For purposes of Sections (a) and (b) above a person holding a membership at the close of business on the record date shall be a member of record.
- (d) If not otherwise fixed by the Board, the record date for determining members entitled (1) to receive notice of a meeting of members shall be the business day preceding the day on which notice is given, or if notice is waived, the business day preceding the day on which the meeting is held, and (2) to vote at a meeting of members shall be the day on which the meeting is held.
- (e) If not otherwise fixed by the Board, the record date for determining those entitled to vote by written ballot shall be the day on which the first written ballot is mailed or solicited.

Section 6.09--Proxy

There shall be no voting or other action by proxy, except that any organizational member may, by notice filed with the Secretary, designate a person to exercise a vote of the organization.

ARTICLE VII. THE BOARD OF DIRECTORS

Section 7.01--General Powers of the Board of Directors

Subject to the provisions and limitations of California non-profit corporation law and any other applicable laws and subject to any limitations of the Articles of Incorporation or the Bylaws regarding action that require approval of the members, CMAC activities and affairs shall be managed and all corporate powers shall be exercised by or under the direction of the Board.

Section 7.02--Qualifications

- (a) All members of the Board must be individual members in good standing of CMAC.
- (b) The Board of Directors shall not include as voting members any elected official or officer of the City of Fresno or of any incorporated City or Town in Fresno County or an elected official or officer of the County of Fresno.

Section 7.03--Composition of the Initial Board

- (a) The Board may consist of persons who as closely as possible represent the racial, ethnic, geographic, social, and economic diversity of the Greater Fresno area. Further, the Board may also represent the broad base of community interests as reflected in the variety of non-profit organizations and institutions serving Fresno and may represent access producers and persons with knowledge and expertise which will benefit the corporation.
- (b) The Initial Board of Directors shall consist of up to fifteen (15) voting members.
- (c) Eight (8) of the fifteen (15) members of the Initial Board shall be appointed by the Board of Conveners. The remaining Board members shall be appointed in accordance with the provisions of Sections 7.04 (d) and 7.04 (e) below. Consistent with purpose (4) of these by-laws, the Board of Conveners shall, when making these appointments, strive to assure that the Board is reflective of the diversity of the greater Fresno area.

Section 7.04--Composition of Ongoing Board

- (a) The Board may consist of persons who as closely as possible represent the racial, ethnic, geographic, social, and economic diversity of the Greater Fresno area. Further, the Board may also represent the broad base of community interests as reflected in the variety of non-profit organizations and institutions serving Fresno and may represent access producers and persons with knowledge and expertise which will benefit the corporation.
- (b) The Ongoing Board of CMAC shall consist of fifteen (15) voting members.
- (c) "Elected Directors" shall consist of four (4) Directors elected by the membership.
- (d) "Appointed Directors" shall consist of no less than four (4) or more than six (6) Directors appointed by the majority of the Board. The appointment shall be made by the newly elected Directors at each Organizational Meeting of the Board required by Section 7.10 of these Bylaws, or as soon thereafter as possible.
- (e) "Designated Directors" shall consist of one (1) Director appointed by the Fresno County Superintendent of Schools representing K-12 schools, one (1) Director representing post secondary educational institutions shall be appointed by the Central Valley Higher Education Consortium, one (1) Director representing the Fresno Non-Profit Advancement Council representing non profit organizations, one (1) Director representing KVPT (public television), and (1) one Director per each local government that has designated CMAC to serve as its access management organization.
- (f) At such time as CMAC has elected to provide its services to another community

in the Fresno area and has been designated by the appropriate authority to provide its services to that other community, the Board of Directors may increase the number of Directors. Any increase in the number of Directors implemented pursuant to this Section 7.04 (f) shall be done in a manner which maintains the same or a similar ratio between elected and designated Directors as would be in place with a fifteen -member Board. The number of appointed Directors may not be increased by the Board of Directors.

Section 7.05--Terms of Board Members

- (a) The initial "Elected Directors" shall draw lots so that two (2) shall have terms which expire on the date of the annual meeting of CMAC in 2007 and, two (2) shall have terms which expire on the date of the of the annual meeting in 2008.
- (b) Elected Directors shall serve three (3) year terms, provided that an Elected Director shall serve no more than two (2) consecutive full three (3) year terms. A term of less than three (3) years shall not be considered a full term.
- (c) Terms of Elected Directors shall be staggered in such a way that two (2) Directors shall be elected from the membership each year.
- (d) Appointed and Designated Directors Shall serve one (1) year terms, provided that no Appointed or Designated Director shall serve more than six (6) consecutive full one (1) year terms. A term of less than one (1) year shall not be considered a full term.
- (e) A term of each Director shall end on the date of the Annual Meeting nearest the end of his or her term, but not before a successor is duly elected and qualified.

Section 7.06--Resignation

- (a) Any Director may resign effective upon giving written notice to the Chairperson or the Secretary, unless the notice specifies a later time for the resignation to become effective. Except on notice to the Attorney General, no Director may resign when CMAC would then be left without a duly elected Director in charge of its affairs.
- (b) Failure of a Director to participate in three (3) consecutive Board meetings shall be deemed a voluntary resignation from office, effective seven (7) days following the third meeting. Exceptions may be granted by resolution of the Board.

Section 7.07--Events Causing Vacancies

- (a) A vacancy or vacancies on the Board shall exist on the occurrence of the following: (1) the death or resignation of any Director; (2) the vote of the members, or (3) if the Corporation has fewer than 50 members, the vote of the

majority of all members to remove a Director. The removal of an Appointed or Designated Director by the members must be approved by the Board.

- (b) The Secretary of CMAC shall notify the affected Director of any action taken under this Section and Section 7.06 (b) by certified mail (return receipt) within seven (7) days.

Section 7.08--Filling Vacancies

Except for the vacancy created by the removal of a Director by the members, vacancies on the Board of elected or appointed Directors may be filled by a majority of the Directors then in office, whether or not less than a quorum, or by a sole remaining Director. Vacancies of Designated Directors shall be filled by the entity that designated the departing Director. The members may fill any vacancy or vacancies not filled by the Directors after six months of the vacancy. The Directors so appointed shall serve the remaining term of the vacant seat.

Section 7.09--Regular Meetings

The Board of Directors shall schedule regular meetings for the transaction of CMAC business and shall schedule these meetings at least quarterly throughout the year. Regular meetings will be held at a time and place determined by resolution of the Board without other notice than such resolution. Schedules and notices of Board meetings will be made available to members and the public and prominently posted in the office of CMAC. The minutes of the previous meetings shall be prominently posted in the office of CMAC.

Section 7.10--Organizational Meetings

Immediately after each annual meeting of members, the Board shall hold a regular meeting for purposes of organization, election of officers, appointment, and transaction of other business. Notice of this meeting is not required.

Section 7.11--Special Meetings

Special meetings of the Board may be called at any time by the Chairperson, Vice-chairperson, or any two (2) Directors of the Board. Written notice of the time and place of special meetings shall be mailed via first-class mail to each Director at least four (4) calendar days before such a meeting is held or two (2) days before the meeting if notice is given via telephone or in person. Special meetings of the Board may be held at a place designated by the Board or at the principal office. Schedules and notices of special meetings shall be posted two (2) days in advance of any special meetings in the manner delineated in Section 7.09. Attendance at any meeting by a Director shall constitute a waiver of notice of the meeting except where a Director attends a meeting for the expressed purpose of objecting to the transaction of any business because the

meeting is not lawfully called or convened.

Section 7.12--Quorum

A quorum shall be a majority of the current members of the Board of Directors.

Section 7.13--Majority Vote

No action of the Board shall be valid unless approved by a majority of those Board Members attending the meeting. There shall be no vote by proxy.

Section 7.14--Compensation

Directors shall receive no compensation for services as Directors, but may be reimbursed for any reasonable expenses, approved by the Board.

**ARTICLE VIII.
THE ELECTION OF DIRECTORS**

Section 8.01--Nomination of Board Members

A Board Development Committee created by the Board of Directors shall propose a candidate for each opening for an elected member on the Board. The Board Development Committee is encouraged to ensure that nominees for the Board represent as closely as possible the racial, ethnic, geographic, social, and economic diversity of the Fresno area. The proposed slate of candidates shall be communicated to the membership, in a manner determined by the Board, no less than twenty (20) days prior to the record date of the Annual Meeting.

Section 8.02--Nomination by Petition

Any individual member in good standing may be nominated by the membership using the following procedure:

- (a) The Board shall send notice to all members of CMAC notifying them of the procedures, time frame, and deadline for filing a petition for nomination to the Board of Directors. Such notice shall indicate the numbers of Directors to be elected in each year.
- (b) Any petition for nomination must be signed no more than four (4) months preceding the record date for the Annual Meeting and must be submitted to the Secretary by the date designated by the Board as the deadline for receiving nomination petitions.

- (c) Irrespective of the number of members of CMAC, petitions for nomination must contain a total of at least ten (10) signatures of individual members or representatives of organizational members. Only one signature per organizational member is permitted.

Section 8.03--Inspectors of Election

No later than thirty (30) days prior to the close of nominations, the Board may appoint Inspectors of Election to monitor the election proceedings. The number of inspectors shall be either one or three. The Inspector(s) of Election shall determine the memberships outstanding and voting power of each; receive votes, ballots, or consents; establish the existence of a quorum; determine when the ballots shall be received; hear and determine all challenges and questions in any way arising in connection with the right to vote; count and tabulate all votes or consents; determine the result and do such acts as may be proper to conduct the election or votes with fairness to all members. The Inspector(s) of Election shall perform their duties impartially, in good faith, to the best of their ability, and as expeditiously as is practical. If there are three Inspector(s) of Election, the decision, act or certificate of a majority is effective in all aspects as the decision, act or certificate of all.

Section 8.04--Election by Mailed Ballot

- (a) Subject to Section 8.03, election of all of the elected Directors shall be accomplished by mailed ballot which shall be mailed to all classes of members of CMAC and returned by them in accordance with Section 6.07 of these Bylaws.
- (b) Each member, shall, in writing, cast votes for not more than the number of positions that are available. Each vote shall be for a different person.
- (c) Violation of any provision of this Section shall invalidate the member's entire ballot.
- (d) In the event that two (2) or more persons each receive the same number of votes, the Chairperson shall determine, by lot, which person(s) shall be seated as a Board member.

Section 8.05--Certification of Election

At the annual meeting of CMAC required as per Section 5.02, the results of the election of Directors shall be announced and certified and the new Directors shall take their seats upon the Board.

ARTICLE IX. OFFICERS

Section 9.01--Qualifications of Elected and Appointed Officers

All elected, designated and appointed officers of CMAC shall be individual members of CMAC in good standing and shall be 18 years of age or older.

Section 9.02--Designation of Officers

The officers of CMAC shall be a Chairperson, a Vice-chairperson, Secretary, and a Treasurer. The officers shall be chosen by the Board from the members of the Board.

Section 9.03--Election of Officers

The officers of CMAC shall be chosen by a majority vote of the Board and shall serve at the pleasure of the Board.

Section 9.04--Resignation of Officers

Any officer may resign at any time by giving written notice to CMAC. The resignation shall take effect as of the date the notice is received or at any later time specified in the notice and unless otherwise specified in the notice, the resignation need not be accepted to be effective. Any resignation shall be without prejudice to the rights, if any, of CMAC under any contract which the officer has signed as an agent of CMAC.

Section 9.05--Removal of Officers

Any officer may be removed from office by ordinary resolution of the Board when, in their judgment, the purposes and/or best interests of CMAC shall be served thereby. Removal of an officer shall be without any prejudice to the rights, if any, of CMAC under any contract which the officer has signed as an agent of CMAC.

Section 9.06--Vacancies

Any vacancy among the officers shall be filled for the unexpired term by ordinary resolution of the Board.

Section 9.07--Terms of Office

The terms of office for the officers of CMAC shall commence with the organizational meeting of the Board following the Annual Meeting of the members and shall conclude at the organization meeting of the Board following the next Annual Meeting.

Section 9.08--Chairperson

The Chairperson of the Board shall preside at meetings of the Board and shall exercise and perform such other duties and powers as the Board may assign from time to time.

If there is no Executive Director, the Chairperson of the Board shall also be the Chief Executive Officer and shall have the powers and duties of the Executive Director of CMAC prescribed by these Bylaws.

Section 9.09--Executive Director

Subject to such supervisory powers as the Board may give to the Chairperson of the Board, if any, and subject to the control of the Board, the Executive Director shall be the general manager of CMAC and shall supervise, direct, and control CMAC activities and affairs. The Executive Director shall have such other powers and duties as the Board or these Bylaws may prescribe.

Section 9.10--Vice-Chairperson

If the Chairperson is absent or disabled, the Vice-chairperson shall perform all duties of the Chairperson. When so acting, the Vice-chairperson shall have all powers of and be subject to all restrictions on the Chairperson. The Vice-chairperson shall have such other powers and perform such other duties as the Board or their Bylaws may prescribe.

Section 9.11--Secretary

- (a) The Secretary shall keep or cause to be kept, at CMAC principal office or such other place as the Board may direct, a book of minutes of all meetings, proceedings, and actions of the Board, of Committees, and of members' meetings. The minutes shall include the time and place that the meeting was held, whether the meeting was annual, regular, or special, and if special, how authorized, the notice given, the names of those present at the Board and committee meetings, and the number of members present or represented at members' meetings. The Secretary shall keep or cause to be kept, at the principal office, a copy of the Articles of Incorporation and Bylaws, as amended to date.
- (b) The Secretary shall keep, or cause to be kept, at CMAC principal office or at a place determined by resolution of the Board, a record of the members of CMAC showing each member's name, address, class, and status of membership.
- (c) The Secretary shall give, or cause to be given, notice of all meetings of members, of the Board and of committees of the Board required by these Bylaws to be given. The Secretary shall keep the corporate seal in safe custody and shall have other powers and perform such other duties as the Board or these Bylaws may prescribe.

Section 9.12--Treasurer

The Treasurer shall keep and maintain, or cause to be kept and maintained, adequate

and correct books and accounts of CMAC properties and transactions. The Treasurer shall give or cause to be given to the members and Directors such financial statements and reports as are required to be given by law, by these Bylaws, or by the Board. The books of account shall be open to inspection by any Director at all reasonable times.

ARTICLE X. INDEMNIFICATION AND INSURANCE

Section 10.01--Indemnification of Officers

Any member of the Board of Directors and any officer of CMAC as a condition of accepting said office, shall be indemnified by CMAC against expenses actually and necessarily incurred by him or her in connection with the defense of any action, suit, or proceedings in which he or she is made a party by reason of having been or being a member of the Board of Directors or an officer of CMAC, except for breach of the duty of loyalty to the corporation, for acts or omissions not in good faith or which involve intentional misconduct or knowing violation of the law, or for a transaction from which the person derives an improper personal benefit. Such right of indemnification is not to be deemed exclusive of any right to which he or she may be entitled under the laws of the State of California, these Bylaws, agreements, vote of members, or otherwise.

Section 10.02--Exemption of Property

The private property of the members and Board of Directors of CMAC shall not be liable for corporate debts to any extent whatsoever. This section of these Bylaws shall not be amended except by the unanimous vote of the members and the Board of Directors.

Section 10.03--Insurance

CMAC shall have the right to purchase and maintain insurance on behalf of its officers, Directors, employees, and other agents, against any liability asserted against or incurred by any officer, Director, employee, or agent in such capacity or arising out of the officer's, Director's employee's, or agent's status as such.

ARTICLE XI. COMMITTEES OF THE BOARD

Section 11.01--Standing Committees

The Board shall appoint three standing committees: an Executive Committee, a Finance Committee, and a Board Development Committee. Each Standing Committee shall consist of at least four (4) Board members and shall be appointed from among the members of the Board. No Board member shall serve on more than two (2) Standing Committees. The Executive Director shall be a non-voting member of each committee.

Section 11.02--Duties of the Executive Committee

The Executive Committee shall have the power to act as the Board of Directors in between Board meetings. Regardless of Board resolution, the Executive Committee shall not:

- (a) Take any final action on any matter that, under California non-profit corporation law, also requires approval of the members or approval of a majority of all members;
- (b) Fill vacancies on the Board or on any committee that has the authority of the Board;
- (c) Amend or repeal Bylaws or adopt new Bylaws;
- (d) Amend or repeal any resolution of the Board that, by its express terms, may not be amended or repealed;
- (e) Create any other committee of the Board or appoint the members of committees of the Board;
- (f) Expend corporate funds to support a nominee for Director; or
- (g) Approve any contract or transaction to which CMAC is a party and in which one or more of its Directors has a material financial interest.

Section 11.03--Duties of the Finance Committee

The Finance Committee shall review the Annual Financial Statement, approve annual audit reports, and recommend to the Board the selection of and fees to be paid to an independent Certified Public Accountant for CMAC. It shall be the responsibility of the Finance Committee to report to the Board of Directors whether the CMAC is meeting its projected budget, on the scope and adequacy of the annual audits and related fees, to continually monitor and report to the Board of Directors on the effectiveness and adequacy of CMAC internal accounting controls, and include in that report its findings as to whether or not any errors, omissions, criticisms, or recommendations contained in the management letter of the independent Certified Public Accountant, if one accompanies the annual audits, has been properly dealt with. The Finance Committee shall have such other duties as may be delegated to it by the Board from time to time.

Section 11.04--Duties of the Board Development Committee

The Board Development Committee shall carry out its duties in accordance with the procedures specified in Sections 8.01 and 8.02 of these Bylaws, and shall carry out such other duties as may be required by the Board from time to time.

Section 11.05--Minutes of Standing Committees

The minutes or a report of each Standing Committee shall be submitted to the Board no later than the Board's next regular meeting.

Section 11.06--Other Committees

The Board may establish other committees from time to time and these committees shall have such duties as may be conferred on them by the Board. After October 31, 2007, appointees must be members in good standing of CMAC. Minutes and actions of all such Committees shall be submitted to the Board.

ARTICLE XII. PERFORMANCE OF CMAC

Section 12.01--Reporting Requirements

An annual report regarding its fiscal and operational activities shall be prepared and distributed.

Section 12.02--Auditing and Inspection Requirements

CMAC shall contract for an audit of its records with a Certified Public Accountant on an annual basis and its records shall be open to the membership for inspection.

ARTICLE XIII. MISCELLANEOUS

Section 13.01--Non-Discrimination

CMAC shall ensure that no individual is discriminated against with regard to membership, services, access to information or any activity of CMAC because of race, national origin, sex, age, sexual preference, religion, disability, political affiliation, or economic status; including those who historically have been denied media access. This Section does not guarantee a right in any person or organization to have any program distributed over the channels governed by CMAC.

Section 13.02--Meetings of (Short Name)

All meetings of CMAC and the Board are open to the public except for those items that are determined by a majority of the Board to be confidential. All meetings of CMAC and the Board shall be held following Robert's Rules of Order, provided that the failure to observe Robert's Rules of Order shall not invalidate any action taken.

ARTICLE XIV. DISSOLUTION

Section 14.01--Corporate Dissolution

Upon the dissolution of this corporation, the governing body shall, after paying or making provision for the payment of all of the liabilities of the corporation, dispose of all of the assets of the corporation exclusively for the purpose of the corporation in such manner, or to such organization or organizations organized and operated exclusively for charitable, educational, religious, or scientific purposes as shall at the time qualify as an exempt organization or organizations under Section 501 (c) (3) of the Internal Revenue Code of 1986 (or the corresponding provision of any future United States Internal Revenue law), as the governing board shall determine. Any such assets not so disposed of shall be disposed of by the District Court of the county in which the principal office of the corporation is then located, exclusively for such purposes or to such organization or organizations, as said court shall determine, which are organized and operated exclusively for such purposes.

ARTICLE XV. AMENDMENT OF BYLAWS

Section 15.01--Membership Rights Limitation

Subject to the right of the members under Section 15.02, the Bylaws of CMAC may be adopted, amended, or repealed only by two-thirds (2/3) vote of the Board of Directors.

Section 15.02--Members Approval Required

Once members have been admitted to CMAC, the Board may not, without the approval of the members, specify or change any Bylaw provision that would:

- (a) Except as provided in Section 7.04 of these By Laws, fix or change the authorized number of Directors.
- (b) Except as provided in Section 7.04 of these By Laws, fix or change the minimum or maximum number of Directors.
- (c) Change from a fixed number to a variable number of Directors, or vice versa.
- (d) Increase or extend the terms of Directors.

- (e) Increase the quorum for members meeting.
- (f) Repeal, restrict, create, expand, or otherwise change proxy rights.
- (g) Wind-up and dissolve CMAC.
- (h) Amend Section 10.02 of these By-Laws.

Section 15.03--Amendments by Members

New Bylaws may be adopted or these Bylaws may be amended or repealed by approval of a majority of all members provided, however, that any amendment that would affect the rights of a membership class as to voting or transfer in a manner different than the action affects another class must be approved by the majority of members of that adversely affected class. No amendment may extend the term of Director beyond that for which the new Director was elected.

Section 15.04--Manner of Giving Notice

The membership of CMAC shall be notified of any proposal to amend these Bylaws under this Article. Such notice shall be given in the same manner as Section 5.06 of these Bylaws.